



# New or Enhanced Products and Services Policy Overview

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## NWS GOES DIGITAL AMS Short Course

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February 9, 2003



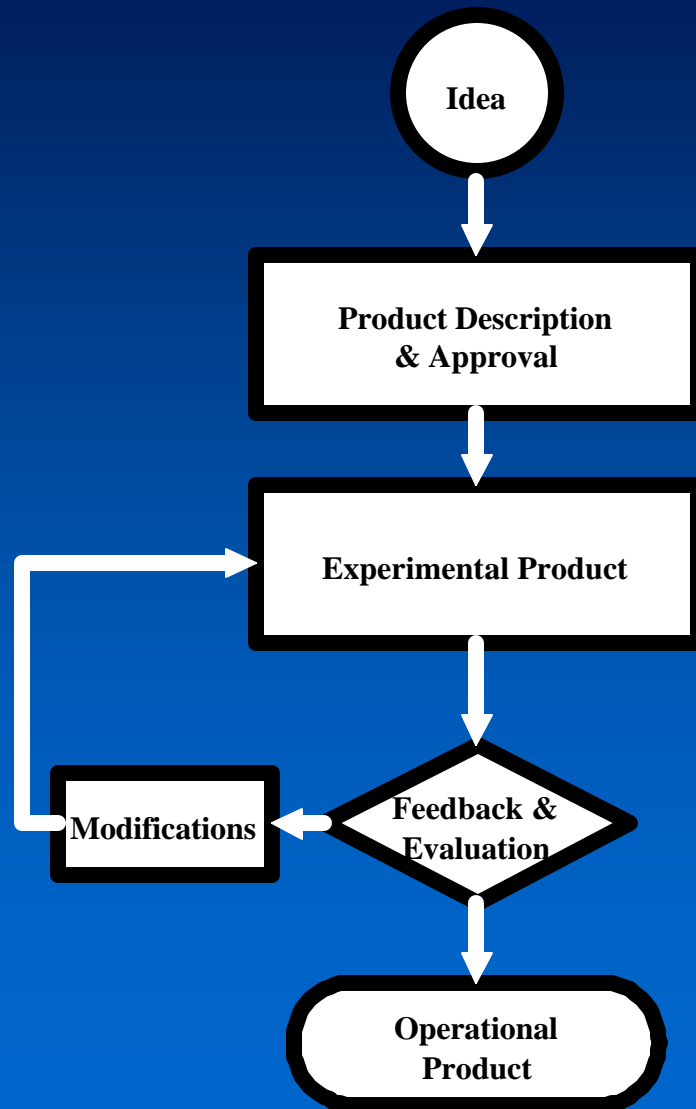
# Purpose

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- Establish an orderly process to document National Weather Service (NWS) products and services
- Subject proposed products and services to external review and comment
- Establish steps to evaluate comments
- Decide if the experimental product should become operational
- Encourage innovation while exercising sufficient controls to ensure sound scientific methods, mission relevance, and equitable services



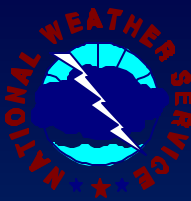
# Process Overview





# Idea

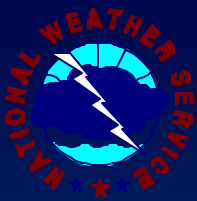
- Review new products/services guidelines to ensure the proposed product is consistent with the NWS Mission (appropriateness of product)
- Review the NWS National Catalogue of Products database to prevent product duplication
- Prepare a Products/Services Description Document (PDD)



# Process Overview for New or Enhanced Products/Services



- Product/Service Description Document (PDD)
  - Mission Connection
    - Product/Service Description
    - Purpose/Intended Use
    - Audience
    - Presentation Format
    - Feedback Method
  - Technical
    - Format and Science Basis
    - Availability
    - Additional Information



# Experimental Product

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- A PDD will be approved for experimental products prior to dissemination
- All approved PDDs will be available for internal and external review via the National Catalogue of NWS Products -  
<http://products.weather.gov>



# National Catalogue of NWS Products

The screenshot shows a Netscape browser window titled "National Weather Service - DCWWS National Catalogue of NWS Products - Netscape". The address bar shows the URL "http://products.weather.gov/protect/main.html". The page header includes the NOAA logo, the text "National Oceanic and Atmospheric Administration", "Office of Climate, Water and Weather Services", "Integrated Operations Branch", and the "weather.gov" logo. A navigation bar contains links for "NWS Site Map", "News", "Organization", and a "Search" box. The main content area is titled "National Catalogue of NWS Products" and contains the text: "National Weather Service (NWS) database system used to catalog, display, and provide status on NWS Products and Product Enhancements - both Official and Experimental products." and "Select the desired function from the links on the left portion of the screen." A sidebar on the left lists various functions: "VIEW Products", "Official", "Experimental", "Search for Product", "View Reports", "Help", "Customer Survey", "ASCII", "wpd version", and "Contact Us" with the email "esther.atkins@noaa.gov". A yellow navigation bar at the bottom of the main content area contains links: "View Official Products", "View Experimental Products", "Search", "Reports", and "? (help)". The footer includes the text "Customer Survey for Experimental Products/Services is available for download in Wordperfect format (shift-click to download) and in ASCII Text.", "National Weather Service", "DCWWS", "Integrated Operations Branch", "Page last modified: June 22 2002", "Page Owner: Esther Atkins, Developer: Carlos R. Diaz", "Disclaimer", and "Privacy Notice".

National Weather Service - DCWWS National Catalogue of NWS Products - Netscape

File Edit View Go Communicator Help

Bookmarks Location: http://products.weather.gov/protect/main.html

weather.gov

National Oceanic and Atmospheric Administration

Office of Climate, Water and Weather Services  
Integrated Operations Branch

NWS Site Map News Organization Search Enter Search Here Go

## National Catalogue of NWS Products

National Weather Service (NWS) database system used to catalog, display, and provide status on NWS Products and Product Enhancements - both Official and Experimental products.

Select the desired function from the links on the left portion of the screen.

(or select function from menu below.)

VIEW Products  
Official  
Experimental  
Search for Product  
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Help  
Customer Survey  
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View Official Products View Experimental Products Search Reports ? (help)

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National Weather Service  
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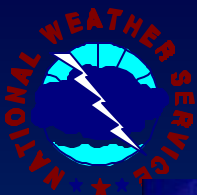


# Sample List – Experimental Products



| <div><div><b>National Oceanic and Atmospheric Administration</b><br/>Office of Climate, Water and Weather Services<br/><b>National Catalogue of NWS Products</b></div><div>weather.gov</div></div> |                                                       |                                      |                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------|---------------------------------------|
| Listing of EXPERIMENTAL Products.                                                                                                                                                                                                                                                                                                                                      |                                                       |                                      |                                       |
| Product Name<br>(Click to see details)                                                                                                                                                                                                                                                                                                                                 | Brief Description                                     | View Example<br>(Click to see image) | View PDD<br>(Shift-Click to get file) |
| <a href="#">IFPS Grids to Customers</a>                                                                                                                                                                                                                                                                                                                                | Provide National Digital Forecast Database (NDFD) ... | <a href="#">none</a>                 | <a href="#">gridspdd.pdf</a>          |
| <a href="#">Collaborative Nearshore Swell and Wind Forecast for Oahu</a>                                                                                                                                                                                                                                                                                               | Experimental collaborative nearshore forecast and ... | <a href="#">swell.htm</a>            | <a href="#">surf.pdf</a>              |





# Typical Search, and Results...

weather.gov

**National Oceanic and Atmospheric Administration**  
Office of Climate, Water and Weather Services  
**National Catalogue of NWS Products**

Search for Products - listing of all Products (Official and Experimental)  
in database which meet selected search criteria.

Search Field      Text to search for...

Product Name           

Note: To use, select parameter to search from Drop-down list, type the text to search for (wildcards are not needed, Not case sensitive), then click on the Begin Search Button.

Example: *radar* will return all items with the words "Radar" and "radars".

• View [Official](#) Products      • View [Experimental](#) Products

## National Catalogue of NWS Products

Search Results: all products where the **name** contains " **swell** ". Official Products are marked with " ✓ "

| Product Name                                                             | Description                                                                                                                                                                   | Originator    |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <a href="#">Collaborative Nearshore Swell and Wind Forecast for Oahu</a> | Experimental collaborative nearshore forecast and improved surf web page are based on service and science; and will respond to customer needs to protect life and property... | Scott Cordero |

A total of 1 items were found.

• View [Official](#) Products      • View [Experimental](#) Products      • [Search](#)      • [Reports](#)      [Main](#)      [?](#)

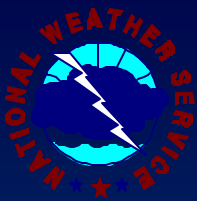


# Process Overview for New or Enhanced Products/Services

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- The responsible office will disseminate the product with the primary purpose of receiving customer feedback within a specified period
- Customers will be asked to complete a product survey for each experimental product within a specified period
- NWS Director(s) will determine if the product should be terminated or permanently implemented based upon customer feedback



# Approval for Operational Use

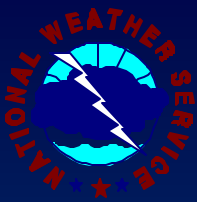
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- Local/Regional Products
  - Regional directors will approve/disapprove new or enhanced products
- National Products
  - The OCWWS Director will approve/disapprove new or enhanced products
  - An expanded prototype and feedback phase may be initiated by the OCWWS Director



# Operational Product

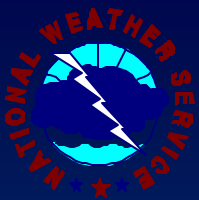
- Customer/Field Notification
  - Customers will be provided 30 days notification prior to discontinuing or conversion of an experimental product into operations
  - Notification will be made using PNS and/or Service Change Notices
  - Notification should also occur on the Web site that contains the product



# Operational Product

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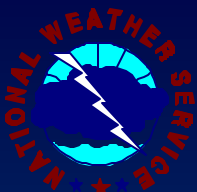
- Directive Review
  - The product becomes operational when all directive changes are completed



# Feedback and Evaluation - Operational Product

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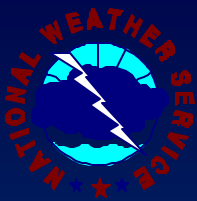
- Product Feedback on Operational Products is Ongoing
  - Feedback Statements
    - The name of the person responsible for receiving feedback and instructions on how to submit comments should be included.
    - Web-based products will include a link to the Customer Survey
  - Periodic Feedback Notices
    - Periodic notices via Public Information Statements and/or other appropriate methods will be transmitted on the same data stream as the product(s) for those products that do not lend themselves to a feedback statement



# Feedback and Evaluation - Operational Product

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- Feedback Review
  - Each person responsible for receiving feedback will review the feedback annually and pursue modifications to the product.



# Summary

- New/Enhanced Products/Service Policy will establish an orderly process to document NWS products and services
- PDDs will allow customer/feedback early in the process
- National Catalogue of NWS Products database will provide internal and external customers a centralized location for the status of NWS experimental and operational products